

India

Key Market Message

For year ending March 2009, the market grew by 18 per cent over the previous year.

1. Key Market Results and Achievements

- “My Dream Holiday”, a one month long online contest was launched in India as part of the *Come Walkabout* campaign. Consumers were invited to submit entries to describe their dream Aussie holiday on the contest site. More than 600 unique entries have been received within three weeks from the launch. Contest ended 31 May.

2. Australian Travel Market

2.1 Market performance

- Indian arrivals in March were 10,600, an increase of 8 per cent relative to March 2008.
- Indian arrivals in April were 10,800, an increase of 8 per cent relative to April 2008. For the four months to April, visitor arrivals totalled 41,200, an increase of 10 per cent relative to the same period in 2008. In the year ending April 2009, there were 119,700 arrivals, an increase of 16 per cent relative to the previous twelve months.

2.2 Airline Issues/Changes

- Singapore Airlines boycott by the Indian travel trade due to the airline’s ‘zero commission’ policy is at a deadlock with no clear indication of a resolve in near future. While the agents claimed that the boycott has impacted Singapore Airline revenues considerably, the airlines claimed bookings remaining mostly unaffected with bookings coming through large agents, online and through their offices in the country.
- Jet Airways one of the largest private airlines in India has announced expansion plans of their international routes to Kuwait, Riyadh and Jeddah.

- South African airways operated additional Johannesburg-Mumbai flights in May to meet the growing demand during the Indian Premier League 20/20 cricket season.

2.3 Trade Information Summary (including Business Events)

- As of May there were 967 Aussie Specialist agents from 315 agencies in 42 cities. 407 are now qualified, achieving 42 per cent of total registered numbers. The number of qualified Aussie Specialists has increased 21 per cent over a period of six months.
- As of May the Preferred Agency scheme (a joint programme with DIAC) had 123 agencies with 241 agents across 22 cities.
- Currently 18 agencies are operating the Electronic Visa lodgement system which is still in its trial phase.
- The meetings and incentives enquiries for Australia have remained steady although corporates are cautious about spending in the current economic scenario.

3. Current and Upcoming Activities in Market

3.1 Consumer Marketing:

Dates	Project / Event	Partners
1 May to 31 May	My Dream Holiday online promotion.	

3.2 Trade Marketing:

Dates	Project / Event	Partners
6 Aug – 18 Aug	<ul style="list-style-type: none"> • India Mega Workshop Famil 	Tourism Australia, Tourism Queensland, Gold Coast Tourism
13 – 15 June	<ul style="list-style-type: none"> • ATE participation -10 travel agents and 12 delegates. 	
5 June	<ul style="list-style-type: none"> • Applications will open for enrolment of buyers for India Mega Workshop/Famil to be conducted Gold Coast. 	

4. Media Environment

- Select mainstream media were hosted to Australia as part of the IMHP including the following:
 - Ritu Rohatgi, Editor, India Today Travel Plus, a leading travel magazine visited NSW/QLD/VIC in February. The magazine is published every month and coverage has begun appearing in the media.
 - Three Freelance travel writers – Sonia Nazareth, Tanushree Podder and Bharati Motwani visited VIC/QLD/SA in February. The three freelance

writers contribute to a variety of mainline publications and coverage has begun appearing in the media

- Rishad Saam Mehta, a freelance travel writer visited TAS/WA in March. His itinerary comprised of an off-beat self-drive experience and coverage has begun appearing in the media – Hindustan Times, Jetwings, Mid-day and Autocar
 - Kishore Iyengar and Marcellus Baptista, noted freelance travel writers visited TAS/QLD/WA. The itinerary included journeys, nature and food and wine experiences and the coverage from this visit is expected to roll out in June.
 - Tourism Australia and Tourism New South Wales hosted Preeti Verma Lal, a well-known travel writer to NSW to experience and write about city, journeys, food and wine experiences. Coverage from this visit has already started rolling out in Caravan, Economic times etc
 - Tourism Australia supported Sanjiv Bhattacharya, Group Lifestyle Editor, India Today Group, with on-ground arrangements in VIC. Coverage from this activity has begun appearing in the media.
 - Tourism Australia hosted Deepti Bhatnagar Productions and her TV show 'Humsafar' to Victoria, South Australia and Queensland.
 - Times Now – 'The Foodie', a food based travel show was hosted to New South Wales and Victoria by Tourism Australia in April-May. The show is expected to air end May. Coverage is expected to roll out in June
 - Three press media were hosted by Tourism Australia to South Australia and Tasmania from 1- 8 May.
 - Tourism Australia hosted Magandeeep Singh to South Australia and Queensland. He is expected to roll out coverage upon his return on 27 May.
- Trav Talk and Travel Trends Today, key trade media attended TABEE held in Kuala Lumpur in March. Coverage appeared in both publications in April.
 - A feature story on Adventure Australia was disseminated to key Tier II cities.

For more information on Tourism Australia's publicity, International Media Hosting Program (IMHP) and results, please visit www.publicity.australia.com

Alternatively for general media information visit www.media.australia.com

5. General Travel Outlook

5.1 Political and Economic Outlook

- Rupee marginally depreciated against US dollar, Pound sterling and Euro in March 2009 touching Rs. 51.23 per US\$, Rs. 72.90 per Pound sterling and Rs. 66.92 per Euro. Rupee appreciated against Japanese Yen. *Source: Ministry of Finance, India.*
- India, the world's largest democracy voted in the Congress alliance UPA in a resounding victory in its 15th general elections concluded on 16 May thereby

ensuring the continuity of government policies and putting to rest speculation on a hung parliament.

- The Reserve Bank of India (RBI), issued a notification that overseas travellers can now buy foreign exchange from authorised dealers using their debit, credit and prepaid cards irrespective of the amount against the earlier ceiling of 50,000 INR. This move has made buying foreign exchange for overseas travel easier.

5.2 Outbound Travel

- Various national tourism organisations continue their efforts on road shows, trade events and MICE supplier events.
- The Jordan tourism board has announced the opening of offices in India in the coming year.
- Egypt has announced issuing e-visa to Indian tourists from their Embassy in Delhi and Consulate in Mumbai to encourage more visitors to Egypt through better visa facilitation. Singapore has announced e-visa through selected travel agents.
- South Africa was the chosen venue for Indian Premier League cricket matches held in April/May. The destination has gained substantial publicity for this summer season through travel agent packages and consumer promotions.

6. Next 60 Days

India						
START DATE	END DATE	MARKET	PROJECT/EVENT	TARGET AUDIENCE	LOCATION	PARTNERS
1 May 09	31 May 09	India	My Dream Holiday online campaign	Families, first time Experience Seekers	All India	
13 June	15 June	India	ATE participation	Trade	Australia	